

Action Planning Fort Monroe Bowling Center FY 2007

Goal 1- Continue Improvements in Food and Beverage Service

Strategy: We have seen a solid surge in business after each change in the menu. Continue to bring in new menu items and drop poor selling or less profitable items about once a quarter.

Implementation:

1. New menu changes in April, July and September.
2. Evaluate menu items for items that have high spoilage levels or low sales each quarter.

Goal 2- Continue Growth of Parties and Functions.

Strategy: Continue our growth of birthday, corporate, sports, and office functions and parties

Implementation:

1. Continue to build flyers that promote the uniqueness of our facility as a function venue.
2. Continue development of "Party Menu"
1. Contact Churches, Civic Groups, On Post Organizations and Offices and use direct mail, e-mail, flyers and promotions geared toward developing larger functions.

Goal 3- Test and possibly implement "Box Lunch" Program

Strategy: A large percentage of the Fort Monroe Community does not leave their offices for lunch due to parking and time issues; the Box Lunch program is devised to offer these potential customers an alternative to "Brown Bagging" lunch. The concept is for customers to place their orders online prior to 10:15 AM, we will make the food and bring it to the Fitness center. Customers purchase the food and any drinks at the fitness center.

Implementation:

1. Run a couple of "Test Days" using MWR staff at the beginning of February.
2. Evaluate the ability to implement program, make necessary changes and run second test phase.
3. If we are able to implement the program, begin marketing and start program to the general population.

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